

GREENPEACE

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July 2000

Dear Friend, *Jane Henney, in regard to Docket No. # OOP-1211/CPI*

There's nothing "Gr-r-r-eat!" about the way Kellogg's has decided to expose you -- and every family in America -- to untested genetically-engineered ingredients in your cereal bowl.

*Thanks
diana
reese*

... especially when you consider that Kellogg's won't take the same risk with the health of children in Europe.

That's why I am hoping you will become a member of Greenpeace with your donation of \$20, \$30, \$50, \$100 or more. As you become a supporter, you will join other Greenpeace activists around the country in actively supporting our "Snap, Crackle, Stop!" consumer alert, demanding that Kellogg's stop exposing our children and the environment to genetically-modified organisms (GMOs).

Take a look at the two letters I've enclosed. They're both from Kellogg's and they both answer the same question: "Do you use genetically modified organisms in your products?"

But, the answers are remarkably different.

While Kellogg's has pledged not to use GMOs in the cereals it sells to European families, they flat out refuse to make the same promise to your family and mine.

It's time to tell Kellogg's and other food giants that we won't sit still for our children and the environment being exposed to genetically-engineered foods that offer no benefits and untold risks.

It's time to tell the Food and Drug Administration (FDA) that we want these genetically-engineered products off the market because the FDA failed to require safety testing or labeling before these products were released.

Genetically engineered foods offer no benefits to consumers or the environment. But, it is the consumer -- you, your child, your family -- who bears the risk. And it is our environment that may be irreparably damaged.

(over, please)

OOP-1211

702 H Street, NW • Suite 300 • Washington, DC 20001
(800) 326-0959 • www.greenpeaceusa.org

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Currently, there are over 70 million acres of genetically engineered crops growing in the United States, by far the most of any country in the world. Yet there are no studies of the impact that these crops might have on our environment or our health in the long-run.

I'm writing today to urge you to send a special contribution to support Greenpeace's "True Food" Campaign. Act now to protect your right to wholesome food -- your right to know what you're eating, and your right to say "NO" to genetically engineered food.

Kellogg's tries to justify its double standard -- protecting European families, not protecting ours -- by claiming that Americans aren't concerned about GMOs in our food.

We need your help to prove them wrong.

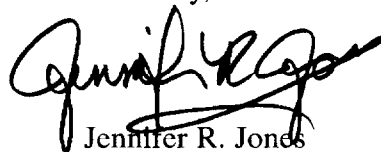
That's why it's so critical that you take three steps right now:

- 1) Sign the two enclosed petitions -- one addressed to the FDA, the other addressed to Kellogg's -- urging that genetically engineered foods be taken off the market before our families and the environment are exposed to any more needless risk.
- 2) Visit our website, greenpeaceusa.org/forms/gelist.htm and join the "True Food" Network today.
- 3) Send a special contribution in as generous an amount as you can possibly afford to support our "True Food" campaign. With your help, we'll bring the biotech industry's genetic engineering experiments to an end.

Your support will help Greenpeace take on the double standard and insist that Americans get the same protection that food companies promise their customers elsewhere.

Please act right now by sending a generous donation. Our "Snap, Crackle, Stop!" consumer alert will be successful -- and we'll send a powerful message not only to Kellogg's, but to all the giant food and biotech companies.

Sincerely,



Jennifer R. Jones
National Membership Director

P.S. In addition to sending your urgently needed donation, don't forget to sign and return your FDA and Kellogg's petitions to Greenpeace. We'll combine them with those from thousands of Greenpeace activists around the country and deliver them en masse. And visit our website to join the "True Food" Network.

Kellogg's to European Families:

We Ensure That Stuff Isn't in Our Products!

Kellogg's

KELLOGG MARKETING AND SALES COMPANY (UK) LIMITED

Consumer Services Department (Promotions), PO Box 357, Warrington, Cheshire, WA4 6JY.



10 February, 2000

Thank you for your enquiry regarding KELLOGG cereals.

KELLOGG'S is conscious of consumer concern about genetic modification and does not use genetically modified maize or soya ingredients or derivatives thereof in its breakfast cereals sold in Europe.

For example, the maize Kellogg's use in Europe for breakfast cereals is a special variety grown in Argentina and we will continue to ensure it is of non-GM origin.

At present, our grain based morning foods such as KELLOGG'S POP TARTS, RICE KRISPIE SQUARES and NUTRI-GRAIN MORNING BARS contain maize or soya ingredients, which are produced on the world market. However, any genetically modified material that may have been in these ingredients is removed during processing and is not present in any foods sold by Kellogg in Europe. We are currently seeking non-GM sources for these ingredients.

Thank you for contacting us on this issue. You may be assured that your views and comments have been carefully noted.

Yours sincerely

Emma Dobbins
Snr Consumer Representative

**See
what
Kellogg's
says
to us ...**

Kellogg's to American Families:

What's In Your Kid's Cereal Bowl Is OK!

Kellogg's

September 15, 1999

Thank you for contacting Kellogg Company concerning corn produced utilizing biotechnology.

Crops harvested in the United States now contain some type of this corn and a very small amount might be contained in our products, just like any other corn-based product now being sold. The Food and Drug Administration (FDA) and a vast majority of the health and food safety organizations agree that corn produced through biotechnology poses no safety hazard to consumers. We have no doubt that our products are safe to eat.

Scientific and health organizations continue to encourage consumers to eat grain-based products like cereals as part of a low fat diet and healthy lifestyle.

Again, thank you for contacting us; we appreciate your interest in our company and products.

Sincerely,

Kimberly A. Harris

Kimberly A. Harris
Consumer Specialist
Consumer Affairs

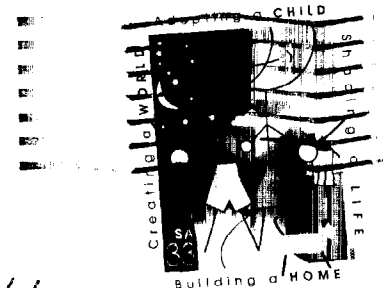
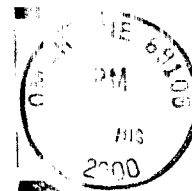
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**See what
Kellogg's
says to
Europeans ...**



DIANA REESE
905 N 1ST ST
MISSOURI VALLEY IA 51555-1005



FDA Commissioner Jane Henney
5630 Fishers Lane, Rm. 1061 (HFA-305)
Rockville, Maryland
20852

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